

## Penggunaan campur kode dalam majalah mode Belanda Elle : Sebuah kajian sosiolinguistik = The Use of code mixing in Dutch fashion magazine Elle : A study of sociolinguistics

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20404867&lokasi=lokal>

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### Abstrak

[<b>ABSTRAK</b><br>

Dalam suatu percakapan, seseorang terkadang menyisipkan bahasa asing (Inggris), khususnya orang-orang yang

berpendidikan tinggi. Ketika seseorang menggabungkan dua bahasa atau lebih saat berbicara, ia telah menggunakan campur kode. Campur kode memiliki beberapa tipe dan faktor penyebab. Selain pada kalimatkalimat

ujaran,

campur

kode

juga

banyak

ditemukan

dalam

bentuk

tulisan

terutama

dalam

media

cetak.

Tulisan

ini

membahas masalah tipe-tipe campur kode dan faktor penyebab penggunaan campur kode yang terdapat dalam majalah Elle pada rubrik onlinenya, yaitu ?mode?. Tujuan dari penelitian ini adalah mengetahui tipe-tipe

campur kode dalam majalah tersebut dan faktor penyebabnya. Data diambil dari periode Oktober sampai November (2014). Penelitian ini membuktikan bahwa tipe penyisipan paling banyak ditemukan dalam rubrikrubrik

tersebut. Faktor-faktor penyebabnya yaitu kurangnya padanan kata, penekanan yang ingin diberikan kepada pembaca, dan kemampuan berbahasa yang dapat memberi nuansa lebih indah terhadap suatu wacana.

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In conversation, many people prefer to use foreign language (English), especially people who are highly educated. When someone combines two languages or more while speaking, he has been using the code mixing.

Code mixing has several types and causal factors. In addition to the form of speech, code mixing can also be found in the form of writing, especially in printed media. This study analyses the types and the causal factors of

code mixing in Elle magazine in its online article, "mode?". The purpose of this study is to determine the types of

code mixing in this magazine and also the causal factors. The articles are taken from the period October to November (2014). This study finds that insertion type is the most often used in those columns. The causal factors are lacking of facility in one language on a certain subject, highlighting the information, and impressing the participants with a language skill. , In conversation, many people prefer to use foreign language (English), especially people who are highly

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